

CLAIMS:

What is claimed is:

1. A method for placing preview enhanced messages in registration based websites, said method comprising;

a user node having a browser program coupled to a network, said user node providing requests for information on said network; and

a promotions server node in operative association with a data repository responsive to a request and deliver promotions to said user node.

2. A method for viewing and browsing a listing of e-mail messages, said method comprising;

generating a listing of e-mail messages within an e-mail datastore; and

providing a trigger mechanism for each e-mail message in the listing, said trigger capable of opening up a window when triggered by the user, showing a summary of the e-mail content.

3. A method for sending and viewing preview enhanced messages, said method comprising;

sending a message from a message server to a recipient message client, said message including a portion that includes instructions for the delivery and viewing of preview content;

determining, at the recipient system, whether the said message contains the instructions for the delivery and viewing of said preview content;

when generating a summary listing of messages to show to the user, if the a message contains the said preview instructions, generating a trigger mechanism to allow the user to activate the preview associated with the message within the aggregate listing of messages; and

upon the user triggering the preview, the preview content is retrieved from a preview server and displayed to the recipient on the display coupled to the client the user is using to retrieve and view the message.

4. A method for sending and viewing preview enhanced e-mail messages, said method comprising;

sending an E-mail message from an E-mail server to a recipient E-mail system over a public network, said E-mail message including a portion that includes instructions for the delivery and viewing of e-mail preview content;

determining, at the E-mail recipient system, whether the said E-mail contains the instructions for the delivery and viewing of said preview content;

when generating a listing of e-mails to show to the user, if the an E-mail contains the said preview instructions, generating a visual cue and trigger mechanism to allow the user to activate the preview associated with the E-mail; and

upon the user triggering the preview, the preview content is retrieved from a preview server and displayed to the recipient on a display coupled to the client the user is using to retrieve and view the e-mail.

5. A network comprising:

a user node having a browser program coupled to said network, said user node providing requests for information on said network;

a central data repository having memory in which is stored incentive offer data and remote user data;

a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide content and promotions space for display of targeted promotions to said user node;

a promotions client node responsible for pulling promotions content from an promotions server node in response to a user request from said user node to display; and

a promotions server node in operative association with the central data repository responsive to a request from said promotions client node and deliver promotions to said promotions client,

whereby said promotions content from said selected advertiser node is displayed at said user node.